

University of Montana

ScholarWorks at University of Montana

University of Montana News Releases, 1928,
1956-present

University Relations

10-31-1986

UM to offer "The Best Seller" teleconference Nov. 24

University of Montana–Missoula. Office of University Relations

Follow this and additional works at: <https://scholarworks.umt.edu/newsreleases>

Let us know how access to this document benefits you.

Recommended Citation

University of Montana–Missoula. Office of University Relations, "UM to offer "The Best Seller" teleconference Nov. 24" (1986). *University of Montana News Releases, 1928, 1956-present*. 10280. <https://scholarworks.umt.edu/newsreleases/10280>

This News Article is brought to you for free and open access by the University Relations at ScholarWorks at University of Montana. It has been accepted for inclusion in University of Montana News Releases, 1928, 1956-present by an authorized administrator of ScholarWorks at University of Montana. For more information, please contact scholarworks@mso.umt.edu.



University of Montana

Office of University Relations • Missoula, Montana 59812 • (406) 243-2522

MEDIA RELEASE

October 31, 1986

UM TO OFFER "BEST SELLER" TELECONFERENCE NOV. 24

MISSOULA --

The University of Montana will host a live national teleconference on "The Best Seller" from 9:30 a.m. to 2:30 p.m. Nov. 24 in the Dell Brown Room of Turner Hall.

Intended for anyone with a product or service to sell, the teleconference will focus on how people buy for emotional satisfaction and how understanding this can increase sales.

The program is cosponsored by the UM Center for Continuing Education, UM Instructional Materials Service, U.S. Small Business Administration and Service Corps of Retired Executives.

Based on D. Forbes Ley's book "The Best Seller," the program will feature Ley; Fred Davis, Jet America vice president for marketing; and Tom McElligott of McElligott Advertising.

Topics will include keeping a customer in an emotional buying state throughout the five steps of the selling process, avoiding the most common objections in selling, and selling yourself as well as your product or service. The teleconference will also include a question-and-answer session.

Registration, which costs \$60, must be completed by Nov. 14. Checks made payable to the University of Montana should be sent to the Center for Continuing Education, 125 Main Hall, University of Montana, Missoula, Mont. 59812.

For more information, call the Center at 243-5603 or 243-2900.

###